

In the Claims:

Please amend the claims as follows:

11. (Amended) The method of Claim 1 wherein monitoring which of said plurality of Web sites the user accesses comprises identifying Uniform Resource Locator (URL) requests made by the user while Web surfing.

12. (Amended) The method of Claim 11 wherein said Uniform Resource Locator (URL) requests are identified at an Internet Service Provider (ISP) point of presence.

13. (Amended) The method of Claim 12 wherein said Uniform Resource Locator (URL) requests are associated with a user and stored in a database.

25. (Amended) The computer of Claim 22 wherein the program includes a sniffer for identifying Uniform Resource Locator (URL) requests made by the user while Web surfing.

26. (Amended) The computer of Claim 22 further comprising a database in which the Uniform Resource Locator (URL) requests and associated user information are stored.

36. (Amended) The system of Claim 32 wherein said means for delivering an advertisement comprises means for delivering a Uniform Resource Locator (URL) string pointing to the advertisement.

44. (Amended) The system of Claim 32 wherein said means of monitoring which of said plurality of Web sites the person accesses comprises identifying Uniform Resource Locator (URL) requests made by the person while Web surfing.